

NAIOP DEVELOPING LEADERS IDENTITY

Developing Leaders Logo Elements: With Definer*

*For Corporate usage only. Chapters, refer to following page.



The NAIOP Developing Leaders ("DL") logo may be used in one of two ways: with the "Commercial Real Estate Development Association" definer and without. **The DL logo with the definer should be used in all instances, except when a NAIOP Corporate logo is used on the same piece of material.** The DL logo consists of seven elements, all of which must appear in the aforementioned instance. (See the following page for instructions on the use of the DL logo when the corporate or chapter logo appears on the same piece of material.)

REQUIRED DEVELOPING LEADERS LOGO ELEMENTS WHEN THE CORPORATE LOGO IS NOT ON THE SAME PAGE OR SPREAD:

OFFICIAL NAME In color reproduction this element is always GREEN (PMS 349).

DIVIDER LINE 1 In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DEFINER In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DIVIDER LINE 2 In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DL..... In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

CARET..... In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DEVELOPING LEADERS .. In color reproduction this element is always PURPLE (PMS 5125).

Developing Leaders Logo Elements: Without Definer*

*For Corporate AND Chapter usage.



The NAIOP Developing Leaders ("DL") logo may be used in one of two ways: with the "Commercial Real Estate Development Association" definer and without. **Chapters must always use this version, and their chapter logo must always appear on the same piece of material. Corporate should use this version only when its logo appears elsewhere on the same piece of material.** The DL logo consists of five elements, all of which must appear in the aforementioned instances. (See the previous page for instructions on the use of the DL logo when the corporate logo does not appear on the same piece of material.)

REQUIRED DEVELOPING LEADERS LOGO ELEMENTS WHEN THE CORPORATE OR CHAPTER LOGO IS ON THE SAME PAGE OR SPREAD:

- OFFICIAL NAMEIn color reproduction this element is always GREEN (PMS 349).
- DIVIDER LINEIn color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).
- DL.....In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).
- CARET.....In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).
- DEVELOPING LEADERS ..In color reproduction this element is always PURPLE (PMS 5125).

Developing Leaders Logo: Colors

SPOT AND
PROCESS COLOR
EXAMPLE



There are four acceptable ways to reproduce the NAIOP DL logo in printed and online materials.

SPOT COLOR (OR 3 COLOR) REPRODUCTION:

Spot color reproduction refers to using the correct

Pantone colors:

Green (PMS 349)

Dark Gray (PMS Cool Gray 11)

Purple (PMS 5125)

PROCESS COLOR

(OR FOUR COLOR BUILD) REPRODUCTION:

When the spot colors are not available you can build the PMS 349 (Green), PMS Cool Gray 11 and PMS 5125 (Purple) out of the following process colors:

Green: C = 94%	Gray: C = 48%	Purple: C = 45%
M = 11%	M = 36%	M = 77%
Y = 84%	Y = 24%	Y = 13%
K = 43%	K = 66%	K = 42%

BLACK LOGO



BLACK AND WHITE REPRODUCTION:

If the above options are not available, the NAIOP DL logo may be reproduced in all black or all white only.

WHITE LOGO



ONLINE LOGO



ONLINE REPRODUCTION:

When using the logo online or in electronic documents use the following Web colors.

Green: R = 0%	Gray: R = 77%	Purple: R = 106%
G = 105%	G = 79%	G = 64%
B = 60%	B = 83%	B = 97%
HEX:	HEX:	HEX:
#006633	#666666	#6a4061

Developing Leaders Logo: Placement, Sizing and Don'ts

PLACEMENT AND DON'TS

All rules pertaining to placement and "don'ts" for the Developing Leaders logos can be found on pages 16 and 17ew of the corporate logo guide.

SIZING

The minimum size at which the DL logo with the definer can be used is .625" ($\frac{5}{8}$ ") in height.



The minimum size at which the DL logo without the definer can be used is .4375" ($\frac{7}{16}$ ") in height.



Developing Leaders Color Palette

The following colors are to be used on all Developing Leaders material. Secondary colors complement the primary colors, and are meant to act as accents to them. Except where they appear in NAIOP logos, tints of these colors are permitted.

Materials produced must include some or all of these colors only. No other colors are permitted. When producing co-branded materials in partnership with other organizations who have their own color guidelines, please consult NAIOP Corporate's marketing department.

PRIMARY COLOR PALETTE:



CMYK: 94/11/84/43
RGB: 0/105/60
HEX: #006633



CMYK: 48/36/24/66
RGB: 113/112/116
HEX: #666666



CMYK: 45/77/13/42
RGB: 106/64/97
HEX: #6a4061

SECONDARY COLOR PALETTE:



CMYK: 52/6/79/25
RGB: 92/135/39
HEX: #5c8727



CMYK: 28/0/92/0
RGB: 193/216/47
HEX: #c1d82f



CMYK: 16/11/11/29
RGB: 182/184/184
HEX: #b6b8ba



CMYK: 11/13/30/32
RGB: 185/176/152
HEX: #b9b098



CMYK: 1/5/23/3
RGB: 247/237/212
HEX: #f7edd4



CMYK: 10/3/2/2
RGB: 234/239/241
HEX: #eaeff1

TRADE GOTHIC

Trade Gothic is NAIOP's official font, and should be used on all corporate, chapter and Developing Leaders literature. The font family consists of multiple weights and widths, allowing for flexibility and creativity. *With the exception of Trade Gothic Extended, all versions of the font are available in oblique (italic) as well.*

TRADE GOTHIC LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC BOLD NO. 2

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC CONDENSED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**TRADE GOTHIC BOLD
CONDENSED**

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC EXTENDED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**TRADE GOTHIC BOLD
EXTENDED**

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONTS FOR USE IN WEB AND ELECTRONIC COMMUNICATIONS:

Arial or Helvetica may be used as substitutions for Trade Gothic in HTML (Web) applications, as well as in Microsoft Word® and PowerPoint documents.

Remember, the NAIOP logo should not be recreated under any circumstances. The fonts on this page are not meant for recreating the NAIOP Corporate and NAIOP chapter logos.